

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE SECOND QUARTER 2003**

April 1, 2003 through June 30, 2003

1. PEER PRESSURE

Children face **peer pressure** every day. They experience **stress** of pressure to engage in **alcohol, drugs, and smoking**, as well as pressure to have **sex** and subsequent fear of **pregnancy**. Children look to their **friends** as a positive aspect of their lives and their decisions.

2. SCHOOL

School is an important part of children's lives. At the same time, kids are concerned about their **safety** while at school. Kids enjoy **positive aspects** of school, and they enjoy various **school activities**.

3. VIOLENCE

Fears remain high for many children. Fear comes in all forms; with the **war** and **terrorism** many have fear of the unknown. Kid's fears stem from **gangs** and **guns** in and around schools and homes. Even **hatred**, is usually based from a fear of some kind. Our kids face more facets of **violence** than ever before.

4. ACTIVITIES

Children need positive **activities** to keep them busy and thriving. **Community Parks and Recreation organizations** offer **sports activities** in a variety of programs for kids throughout the City and County. Many children enjoy playing on the **computer**, which also helps with their schoolwork.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
2ND QUARTER, 2003

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.